## Mandarin-Language Social Media in Melbourne, Australia



Project Title	Mandarin-Language Social Media in Melbourne, Australia
<b>Project Summary</b>	Analyze Mandarin social media postings in Australia to help us hear another viewpoint.
Country	Australia

### **Project Description**

One of the fastest growing immigrant communities in Australia is from mainland China. Predominantly native Chinese Mandarin speakers, they understandably often communicate on social media in their first language. You will monitor and analyze both social and traditional media content posted in Mandarin across Australia, looking for trends and common themes, determining demographic profiles where possible. Writing clear, concise summaries and conducting cogent analysis is central to this task. Experience with social media platforms used extensively by the native-Chinese language community - such as WeChat - is highly preferred. A minimum professional proficiency in reading Mandarin is required.

### **Required Skills or Interests**

Skill(s)
Analytical writing
Data analysis
Social media management

#### **Additional Information**

This is a unique opportunity to support multiple teams in Mission Australia working on Political, Economic, and Public Diplomacy "down under." You'll gain insight into Australian society and a sub-culture in one of the most vibrant and culturally diverse cities in the world.

# **Language Requirements**

Language Speaking Proficiency Reading Proficiency Importance
Chinese-Mandarin No practical proficiency Minimum professional proficiency Required